

# Case Study

## Boomerang Art

[www.boomerangart.com.au](http://www.boomerangart.com.au)



### Industry

Art, E-commerce

### Partner

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## Background

Boomerang Art is a long standing Art Gallery displaying some of Australia's most beautiful Aboriginal Fine Art. Located on the Gold Coast in Australia, Boomerang Art maintains a strong working relationship with indigenous artists providing customers with guaranteed authentic pieces.

## Goals

Boomerang Art launched this project to increase the number of sales of art pieces to new and existing customers. The key goals required to achieve their objective included:

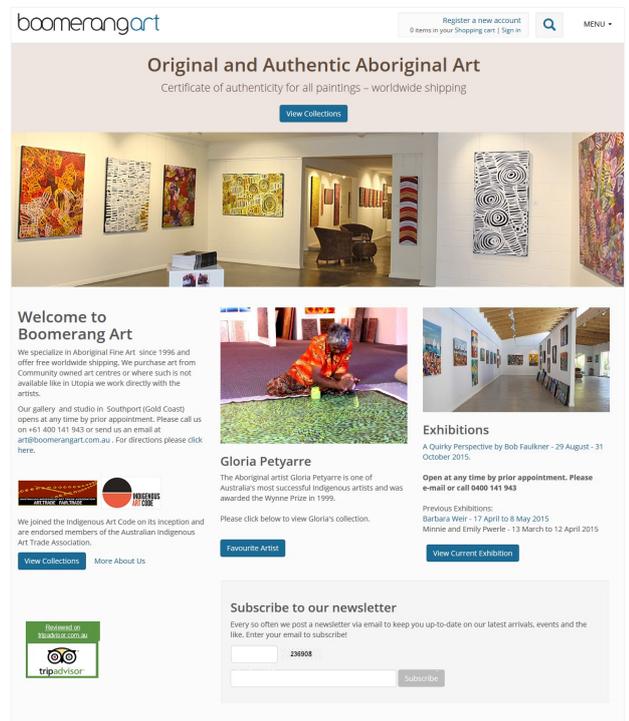
- The establishment of an online store
- An increase in the exposure of their art gallery and the awareness of Aboriginal art
- The improvement of new member sign-up numbers
- An increase in newsletter subscribers
- An increase in the amount of people returning to the website
- An increase in the number of people attending art exhibitions

## Challenges

Prior to this project, Boomerang Art didn't have a CMS solution. This posed a challenge for them because each time a change was required, they needed to engage a digital agency that increased costs and time for each change.

In addition, Boomerang Art required a better way to showcase art pieces through the establishment of an online store. Although, in most cases, customers would not transact online given that most art pieces cost thousands of dollars, the online store would be key in assisting customers to make a purchasing decision.

Boomerang Art also needed a better way to manage existing subscribers and events. The existing user experience was clunky for the client. They required a substantial amount of time to manage effectively their customer newsletters and events.



The screenshot shows the Boomerang Art website interface. At the top, there is a navigation bar with the Boomerang Art logo, a search icon, and a 'MENU' button. Below the navigation bar, the main heading reads 'Original and Authentic Aboriginal Art' with a sub-heading 'Certificate of authenticity for all paintings - worldwide shipping'. A 'View Collections' button is visible. The main content area features a large image of an art gallery with various Aboriginal paintings on the walls. Below this, there are several sections: 'Welcome to Boomerang Art' with a brief description of the gallery's history and contact information; 'Exhibitions' listing a current exhibition by Bob Faulkner; 'Gloria Petyarre' section featuring a portrait of the artist and a link to view her collection; and a 'Subscribe to our newsletter' form with a text input field and a 'subscribe' button. The footer includes logos for 'Boomerang Art', 'Indigenous Art Code', and 'tripadvisor'.

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## Solution

The Web Design Magic Team were delighted to provide Boomerang Art with a centralised solution that would allow them to achieve all their goals.

Kentico CMS easily allowed the establishment of an online store that beautifully lays out artworks for prospective customers. This was implemented with responsive design in mind allowing mobile users to navigate the website via a mobile device easily. In addition, a custom filter was also implemented that allows customers to locate quickly art pieces that match desired attributes including, price, locality, colour range, and size.

The newsletter and events modules were also implemented right out of the box. This would enable Boomerang Art to manage their customer communications and events more effectively.

## Results

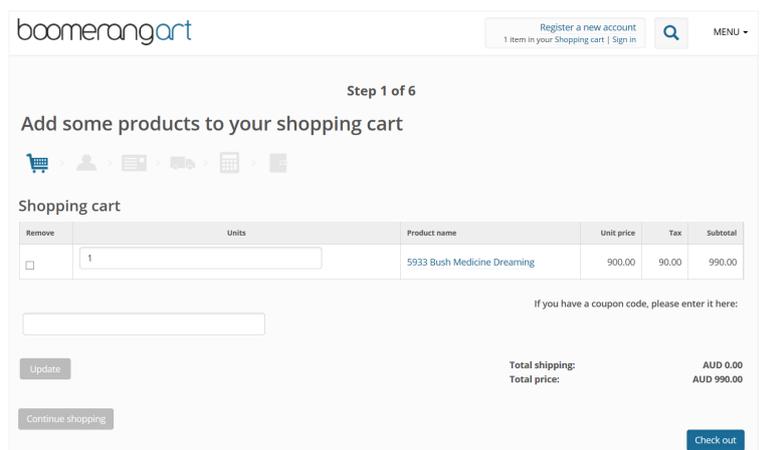
Boomerang Art has seen the steady growth of people visiting their website. The number of attendees at art exhibitions has increased, which can be directly attributed to the utilisation of the newsletter and event modules within Kentico.

Some of the reported results achieved to date include:

- A 22% increase in sales
- A 40% increase in return traffic
- Visitors are spending twice the amount of time that they did before on the website
- Boomerang Art have saved hundreds of dollars in development fees
- A significant reduction in the time it takes to manage newsletters and events

## Key criteria for selecting Kentico

Kentico CMS has provided Boomerang Art with a secure solution that is well supported. In addition, all the necessary tools are in one place allowing in-house content editing, saving time and money.



The screenshot shows the Boomerang Art website's shopping cart interface. At the top, there is a navigation bar with the Boomerang Art logo, a search icon, and links for "Register a new account", "1 item in your Shopping cart | Sign In", and "MENU". Below the navigation bar, the page is titled "Step 1 of 6" and "Add some products to your shopping cart". There are icons for a shopping cart, user profile, list, cart, calendar, and a document. The main section is titled "Shopping cart" and contains a table with the following data:

Remove	Units	Product name	Unit price	Tax	Subtotal
<input type="checkbox"/>	1	5933 Bush Medicine Dreaming	900.00	90.00	990.00

Below the table, there is a text input field for a coupon code with the prompt "If you have a coupon code, please enter it here:". At the bottom, there are buttons for "Update", "Continue shopping", and "Check out". The total price is displayed as "Total shipping: AUD 0.00" and "Total price: AUD 990.00".